

IN THE CLAIMS

Please amend Claims 1, 2 and 15 as indicated below. The following is a complete listing of the claims in this application, reflects all changes currently being made to the claims, and replaces all earlier versions and all earlier listings of the claims:

1. (Currently Amended) An entertainment sponsorship marketing system including:

a media source configured to broadcast via a first marketing channel a show having a storyline related to a business operation having an owner, ~~said storyline being related to said business operation, wherein said business operation comprises independent commerce value distinct from said show;~~

~~a processing entity configured to evaluate the storyline and determine a solution to an issue related to said business operation, wherein said solution includes incorporating a product into said storyline such that a nexus exists between said business operation and said product, said product configured to facilitate at least in part a resolution of said issues, wherein said storyline demonstrates said product in a context of said business operation; and~~

an interface configured to accept from a participant input including contact information of said participant, a response to an inquiry, and a proposed solution incorporating a product of said sponsor and corresponding to a predetermined issue related to said business operation; related to said solution from another owner of another business operation

a database constructed to store said response from said participant and link
said response to a plurality of responses from a plurality of other participants based on at
least one of said response to said inquiry and said proposed solution; and
a processor constructed to select at least one proposed solution stored on
said database and incorporate said at least one proposed solution into said storyline.

2. (Currently Amended) The marketing system of claim 1, wherein said interface is communicatively coupled to a network for facilitating communication between said another owner participant and the plurality of other participants said processing entity.

3. (Original) The marketing system of claim 1, wherein said product includes financial assistance products.

4. (Original) The marketing system of claim 1, wherein said product includes at least one of a transaction card, a financial service and a loan service.

5. (Original) The marketing system of claim 1, wherein said show is a reality television show.

6. – 14. (Canceled)

15. (Currently Amended) The marketing system of claim 1, wherein the owner is the participant processing entity.